

ABSTRACT

The present invention provides a method for an interactive media services system to provide a plurality of promotional media to a user through an interactive media services client device coupled to a programmable media services server device. The method includes the step of implementing an interactive media guide and implementing the client device to present the interactive media guide to said user. A system operator of the programmable media services server device is provided with an interface to the programmable media services server that includes control options within the interface to allow said system operator to command which of the plurality of promotional media is displayed in specific areas of said interactive media guide.

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